

National Register of Historic Places
Registration Form

1. Name of Property

Other name/site number 127-5840-0015

2. Location

State Kansas Code KS County Morris Code 127 Zip code 66846

3. State/Federal Agency Certification

Date _____

State or Federal agency and bureau

State or Federal agency and bureau

4. National Park Service Certification

Date of Action

- ☐ entered in the National Register.
☐ See continuation sheet.
- ☐ determined eligible for the National Register
☐ See continuation sheet.
- ☐ determined not eligible for the National Register
- ☐ removed from the National Register
- ☐ other, (explain):

Jenkins Building
Name of property

Morris County, KS
County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property

(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing
1	buildings
	sites
	structures
	objects
1	total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter Categories from instructions)

Commerce/Trade: department store

Current Functions

(Enter categories from instructions)

Vacant/Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

Late Victorian: Italianate

Materials

(Enter categories from instructions)

foundation Stone: limestone
walls Stone: limestone

roof Synthetics

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Name of Property Jenkins Building County and State Morris County, KS

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance

(Enter categories from instructions)

Commerce

Period of Significance

1890- 1939

Significant Dates

1890

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): Primary location of additional data:

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ Previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey # _____
- ☐ recorded by Historic American Engineering

Record # _____

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository:

County and State Morris County, KS

Acreage of Property Less than one acre

(Place additional UTM references on a continuation sheet.)

1

Zone	Easting	Northings
1 4	6 9 6 6 6 0	4 2 9 6 3 1 0

2

Zone	Easting	Northings

3

Zone	Easting	Northings

4

Zone	Easting	Northings

☐ See continuation sheet

(Describe the boundaries of the property on a continuation sheet.)

(Explain why the boundaries were selected on a continuation sheet.)

Name/title	Nina Miley
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Organization _____ Date February 2004

Street & number 111 N. Sherry Ave. Telephone 405-325-5256

City or town Norman State OK Zip code 73069

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with SHPO or FPO for any additional items)

Property Owner

name Sam Seales

street & number P. O. Box 827 telephone

city or town	Ogden	state	KS	zip code	66517
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Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20503

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Present and Historic Physical Appearance

The Jenkins Building located at 101 W. Mackenzie Street in White City, Morris County, Kansas, was built in 1885-86. Jenkins Brothers used it continuously as a general store and a department store for 50 years.

The building is a two story limestone, commercial block building with a deep limestone basement. The limestone came from a quarry located three miles from White City. The long axis of the building runs north and south and its dimensions are approximately 30x100 feet. The exterior of the building has maintained its architectural integrity to a fairly high degree. The building retains its original footprint, with no additions, where first erected on lots four and five, block 22, of the original 1873 plat of Swedeland, better known as White City. The north facade faces Mackenzie Street, the main commercial street of White City. This facade retains its original stonework and street level store front to a remarkable degree.

The architectural style exhibits strong Italianate influences as typified by the large areas of plate glass on the lower storefront entry and the segmented arch heads with projecting keystones above the second floor windows. As in classical Italianate, the upper windows alternate single and paired openings. The simple stone cornice is supported by four stone brackets, two on each corner and one on each side of the paired windows in the middle of the upper wall. Decorative stonework coursing of vertical and horizontal stones extends between the brackets and coincides with the depth of the brackets.

All the windows and doors on the exterior were constructed in a like manner. The windows are painted wood sash, double hung with 2 over 2 lights. All the windows are original to the building with the exception of a replacement on the lower floor, east side. The large areas of plate glass at the first floor ceiling level on the storefront have been boarded over, but the original openings remain.

The roof, which has no visual impact on the building, was originally covered in tin but has been replaced over the years with roll roofing. The roof is a low pitched shed roof with its long slope from north to south. The roof lies within the side parapet walls and begins about one foot below the front and side walls then falls four or more feet to end at the south wall. Over time, water migrated into the south wall causing a portion of it to collapse.

In November 2002, a new metal roof was installed on the building to stop continued deterioration from water. In February 2003, the Jenkins Building was placed on the Register of Historic Kansas Places, and shortly thereafter, rehabilitation work began on the building. The proposed work was submitted to and approved by the Kansas State Historical Society. In May 2003, an extensive portion of the floor and ceiling structural framework was repaired in the area where the wall had collapsed. The first floor was leveled and floor joists were reinforced where needed. The south end of the long supporting beam in the basement has been repaired. The original iron bars used to tie the structural system together and resist wind shear were reattached to all floor joists as in the original construction.

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In August 2003, the collapsed portion of the south limestone wall was relaid using the stones from the original walls. Type N mortar was used in the project as recommended and approved by the Kansas State Historical Society. Local sand was used in mixing the mortar to assure a compatible blend with the original mortar.

In September 2003, the windows in the building were stabilized until repair of the original window sash occurs. Plexiglass, temporary windows, and plastic sheeting were used where appropriate to stop rain infiltration and to preserve the original sash.

The construction of the building is unique in that the iron stars used to hold the building together are still present and visible, six on each side of the long east and west walls.. These stars are the outside heads of iron bars which were threaded through the stone walls to meet large, structural cross members at joist and rafter levels. The ends of the bars have holes in them to allow nailing to these wooden cross members. Additional iron T-bars, spaced approximately every four feet, were embedded in the double stone walls and then nailed to more of the wood framing. This construction technique effectively unified the entire structure and has helped the building to stand so strongly for over one hundred years. Today these same stars and T-bars have been reattached to repaired, sound floor joists.

The interior of the building originally had very few partition walls. Newspaper accounts describe the store as "chock full from cellar to garret" with goods. Jenkins Brothers made no interior modifications to the space. Only in recent history have successive tenants constructed insubstantial, partial height curtain walls to divide the space on the first and second floors.

The second floor originally had an outside stairway to a second floor east entrance. This was probably the only entry to the upper floor as originally built. This exterior stairway opened into a small (approximately 12x12 feet), finished room with two doorways that opened to the north and south portions of the second floor. The room would have functioned as an airlock and allowed divided access to either the north or south parts of this upper floor. This interior room was constructed of wood lath and plaster. Its two doorways still remain with their paneled doors and glass transoms above. The second floor north space was finished with plaster walls and a narrow tongue and groove bead board ceiling. The south space was not finished; it had no ceiling and the stone walls remained exposed.

The majority of the original beadboard ceilings on both floors still exist. The two floors exhibit different kinds of milled ceiling boards. The first floor has thicker, wider boards than the second floor. These first floor ceiling boards are approximately 5-6 inches wide with deep, half round molding configurations. The second floor ceiling boards are about 3 inches wide with less distinct molding. No attempts have been made to remove or change the ceilings; however, substantial amounts of both have been damaged or lost because of water damage from the roof leaks.

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The tongue and groove floors, narrow oak strips on the first floor and wider fir or pine flooring on the second level, are still present in large portions. Some floor boards have rotted out because of rain, but the majority of the structural members, joists and rafters, are sound. There is a long beam in the basement that needs reinforcing on the north end.

The interior walls of the first floor and those of the northern portion of the second floor were originally plastered and a majority of that still remains. The plaster is of a high quality, very smooth and dense. There has been some water damage and wallboard has been attached in places. But, no permanent nor extensive changes have been made, other than basic wiring and plumbing.

At some point in the history of the building, a freight elevator was installed at the south side of the building's exterior. This elevator allowed access to the basement and the second floor through original double entry doors on the rear, east side of the building. The outside east stairway may have been removed when this elevator was installed, since it would no longer be necessary. The elevator has collapsed and was removed from the building. In recent years, a rudimentary, interior stairway was constructed on the west side of the building, severing the floor joists from their ties to the stone walls. The stairway has been removed, the floor joists repaired and the iron bars reattached.

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The Jenkins Building (c. 1885- 1886) is being nominated to the National Register of Historic Places under criteria A for its association with the growth and development of White City, Kansas. Within six years of arriving in White City, the Jenkins Brothers Store grew from its frame store beginning to become the largest store in Morris County. Jenkins Brothers served White City and prospered in the great stone store for more than 50 years.

In 1884, there were at least two general stores in White City. One, large and prosperous, had been started years earlier by William Schilling, an original settler of White City. Another had just begun in 1884 and was headed by three Jenkins brothers from West Virginia.

In 1885, William Schilling and Son began construction on a large native stone store at 101 W. Mackenzie, a location just a block west of the Kansas, Texas, and Missouri Railroad (KATY). The store was planned to be the largest building in Morris County which housed a single business. The basement and two upper floors totaled 9,000 square feet. The White City Register recounts that "no pains or expense was spared in its construction to make it substantial and durable and the material is of the very best. It is built for the century and will be a monument of White City's business enterprise. It will cost over \$7,000 when completed." (White City Register , June 1, 1888)

There is no known builder, contractor, or architect of the building. Because the building is a large, but simple rectangle, the original owner, Schilling, may have subcontracted with building tradesman to construct it. The 1880 Census records for Rolling Prairie Township, where White City is located, show that there were many skilled Scandinavian tradesmen living there at the time. There were several carpenters, plasterers, painters, tinsmiths, and one stone mason. Workers must have been plentiful because the building was begun in August of 1885 and finished in January of 1886.

At the time Schilling constructed his new stone store, the Jenkins Brothers, E.C., Peter, and David, were still operating from a frame building across the street from Schilling's. In 1888, barely two years after completing the grandest store in the county, the Schilling firm sold it and moved to Herington. The building changed hands in 1888 and 1889, both times selling for the sum of \$10,000 as reported on the deeds. Then, on December 23, 1890, the Jenkins Brothers bought the building from Robert Conger, also of White City. According to the deed, they assumed a mortgage of \$2,000 and also paid \$2,000 in cash. By May of the next year, "their stock looms up in good shape in their new quarters." (White City Register, May 2, 1891)

By the time the Jenkins Brothers Store moved to the stone building in 1890, there were two railroads supplying the town. The Katy Railroad, one block east of the store, arrived at White City in the late 1860s. It made possible the settling of the town in 1873. The Rock Island came just west of the store in 1887, shortly after the stone building was completed. Jenkins Brothers Store was ideally situated for an easy flow of goods and products to and from the railroads.

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Time and location were ideal because the Katy had gained access to St. Louis in 1873 and by 1900 had a line from Kansas City to Parsons, Kansas. The Jenkins Brothers Store was there to feed, clothe, and outfit all who came. It shipped food and goods out by the barrel. The trade was a two way street because the big cities of St. Louis and Kansas became a vast market place for the store. The railroads could bring anything it could order.

Jenkins Brothers made a great difference to the new farmers who were plowing the prairies and planting wheat. White City's founders had traded many lots within the city in return for the immediate building of a grain warehouse. In 1870 White City had an elevator built right by the Katy line. Because of the founders' foresight, White City became a shipping center for wheat, a trade center. Counties west of White City, as far away as Abilene, sold their wheat here. Jenkins Brothers had a customer base much larger than White City because of this commerce.

Jenkins Brothers began, as most of the frontier stores did, as a general store. The stores had to sell everything they could to satisfy customer needs and to ensure their own survival. But Jenkins moved far beyond our modern conception of the general store as a nostalgic relic of our rural past. The store prospered, evolved, and lasted 54 years because E.C. Jenkins and his son Evan understood and practiced marketing. They did so in a manner sophisticated beyond all expectations.

The ten-year survey of Jenkins Brothers advertisements in the White City Register found that the store advertised every week in the newspaper. The ads show so clearly the philosophy of the store, its buying and business practices, and its commitment and contribution to the community.

The philosophy of the store was that it would always sell only quality merchandise at fair prices. The ads never sought the lowest price niche. The store did buy some items in large quantities and pass those savings on to its customers. By the 1920s Jenkins Brothers had become a department store, but continued to carry groceries throughout its history. In a manner similar to today's special buys, Jenkins Brothers had boxcar sales. It would buy a boxcar filled with sacks of flour, have it park on the Rock Island line for a couple of days, then sell the flour at discount prices.

The Jenkins store ads used all the conventions of modern advertising. Although they advertised many different kinds of goods in the same ad, the emphasis was on the clothing, school supplies, shoes, and fabrics rather than the groceries. These ads invariably used attractive pictures, graphics, different types and weights of fonts, and a few lines of direct speech to the customer. There was a special ad for every holiday and occasion such as high school graduation. The store held clearance sales and end of the month sales. By 1923, the store had a telephone, #7, and it was displayed in all ads.

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The biggest ads for sales of great variety were those for the yearly celebration of Jenkins Brothers founding. The store opened on November 22, 1884. On its 47th anniversary in 1931, with the country deep in depression, Jenkins Brothers had a double page ad in the White City Register which proclaimed, "The most stupendous merchandise movement ever attempted in modern times." (White City Register, Nov. 19, 1931) The store had bought inventories from wholesalers, probably many who had failed because of the depression, and offered these at bargain prices in its store in White City. The sale went on for two weeks with stunts, contests, prizes, and food. The impact on the community during such a time of hardship, and at the season of Thanksgiving and Christmas, can scarcely be imagined.

Jenkins Brothers could put together such an extravaganza because the owners prided themselves on their progressive buying skills. In an ad from 1924, titled "My Wife and I Go to Market," Evan Jenkins talked directly to his customers about his Spring and Fall trips to the Kansas City and St. Louis markets. He made those yearly and every year the ads alerted the customers to what was new and fashionable in clothing, shoes, silks, wools, and home fashions. "We Are Back From Market and we are proud of what we have brought back to you." (White City Register, Aug. 13, 1924) His care for the community seems evident when he writes, "...we have stocked our shelves with new and seasonable goods so that you may find just what you want right here at home." (White City Register, Aug. 13, 1924) He also emphasized the store's ongoing commitment to quality. "We never have wanted to run a Cheap John Place...when you buy silk for \$1.00 a yard, you are getting just what you pay for, not \$2.00 quality." (White City Register, Aug. 13, 1924) Jenkins Brothers brought back the best of the big cities to White City, securing a unique place for itself in the history of a region.

The owners of the store were constant innovators and out front with new marketing techniques. They made sure that their trade territory had the latest of everything. In 1925, the store used direct mail advertising when it published a Christmas catalog, "Beautiful, illustrated...our stocks are complete now. ONLY 23 SHOPPING DAYS till Christmas." (White City Register, Nov. 20, 1925) In 1928, the store held a coffee and cookie demonstration, with Folger's giving out coffee and Wiles Biscuit Co. offering marshmallow cookies.

No doubt, one of the smartest moves Jenkins Brothers made was to become an affiliate of the Independent Grocers Association (IGA) in 1928 or 1929. Throughout its history, the store continued to sell groceries and that was a factor in its longevity. Beginning in 1929, Jenkins Brothers began to run separate ads with an IGA logo for its groceries. IGA assisted its affiliates with advertising and promotional campaigns related to groceries. IGA also sponsored radio programs that were platforms for advertising and sponsored prize promotions with punch cards for purchases. Advertising was in its infancy and Jenkins Brothers was a pioneer in advertising methods that are used everywhere today.

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On December 4, 1930, during the depression, Jenkins Brothers announced in its weekly ad that the store had been completely remodeled for greater efficiency. The grocery department would now be totally self service and the business would operate on a cash basis only. Most other White City businesses had moved to a cash basis long before Jenkins did. Jenkins recognized that to continue to offer quality good with stable prices, it would have to lower costs and control losses from credit accounts. E.C. Jenkins was the president of the White City Bank for 40 years, so would have known better than most of his competitors that many businesses would never recover from the depression.

The store ads did acknowledge the depression. A notable one, of August 21, 1930, advertised childrens clothing, "Due to the condition of farm products... we are ruthlessly slashing the prices. It is time to get your children ready for school. Our cut prices will help solve your problems." (White City Register , Aug. 21, 1930)

Another in 1932 said, "We are fighting Old Man Depression with high quality merchandise at rock bottom prices." (White City Register, Apr. 28, 1932)

Today we approach advertising with a cynicism unknown to early consumers and businesses. The early users of advertising saw it as a great communication tool, begun when there was no radio or television. They had to rely on the local newspapers to reach their customers. The enduring success of Jenkins Brothers was a function of good marketing strategy and inspired use of print advertising. But there is a certain feeling that comes with reading ten years of Jenkins Brothers ads. The people who ran Jenkins Brothers, the Jenkins themselves, were passionate about their store and the White City community. They wanted to run a great and progressive store. They wanted to bring the very best goods back to White City for the community to use and enjoy. They understood beauty, emphasized it, and made sure that their customers had access to it through their store.

The Jenkins brothers and their families ran the store with a generosity and adherence to the Golden Rule. Every year they thanked their customers throughout their trade territory, not just for their business, but for their friendship and loyalty. On the 50th anniversary of the store, the White City Register spoke of how some customers would have gone hungry but for the compassion of E.C. Jenkins. He was the patriarch of the store for over 50 years and the bank president for over 40 years, so would have known well his customers, White City, and Morris County.

In 1939, the Jenkins Brothers partnership dissolved and the business was sold to Frank Coons, the husband of one of Jenkins's salesclerks. The Jenkins family kept the property at 101 E. Mackenzie for another five years before selling it in 1944 to Phillip Dodderidge, a wealthy cattleman, and heir of a White City founder. The building has been vacant for at least the last ten years.

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Bibliography

Books

Blumenson, John J. Identifying American Architecture: A Pictorial Guide for Styles and Terms, 1600-1945. Nashville: American Association for State and Local History, 1981.

Harris, Cyril M., ed. Historic Architecture Sourcebook. New York: McGraw-Hill, 1977.

Poppeliers, John C.S., et al. What Style Is It? A Guide to American Architecture. Washington, D.C: The Preservation Press, 1983.

Newspapers

Morris County Enterprise Aug. 8, 1884.

White City Whig Aug. 29, 1885; Oct. 24, 1885; Nov. 28, 1885; Dec. 5, 1885.

Morris County News Jan. 30, 1886; Feb. 13, 1886; Feb. 20, 1886.

White City Register June 1, 1888; Apr. 25, 1890; May 2, 1891; Feb. 1, 1923; Aug. 13, 1924; Aug. 9, 1925; Aug. 14, 1925; Nov. 20, 1925; Mar. 6, 1928; Aug. 12, 1928; Jan. 3, 1929; Aug. 21, 1930; Dec. 4, 1930; Nov. 19, 1931; Apr. 28, 1932; Jan. 5, 1939.

Compilations

Otis, Loren. History of Jenkins Building 1884-1939. Compiled 1997.

Records

Morris County Deeds covering transfers of Lots 4,5,and E6', Block 22, original plat, 1874 to present. Jenkins Building stands on Lot 4 and part of lot 5.

Census records

1860-District 2, Preston, Virginia

1900-White City, KS, Enumeration Dist. 708, Sheet 2 & 3

1910-White City, KS, Enumeration Dist. 90, Sheet 4A

1920-White City, KS, Enumeration Dist. 99, Sheet 4A

1930-White City, KS, Supervisors=s Dist. 10, Sheet 1A

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Verbal Boundary Description

The property stands on Block 22, Lots 4, 5, E. 6', Original Town of White City, Morris County, Kansas. The property is bounded to the north by Mackenzie Street, to the east by Adolph Street, to the west by adjacent property lines, and to the south by an alley.

Boundary Justification

The nominated boundaries represent those historically associated with the property.

Jenkins Building

UTM
Coordinates

14
696660
4296310

